



NOTUM

ROBOTICS

BRAND GUIDELINES

VERSION 1.0
JUNE 2026

N-R.HR
ZAGREB, CROATIA

The Notum Robotics brand

Notum Robotics builds and operates unmanned aerial systems – precise, reliable machines guided by precise, reliable engineering. The brand identity reflects that discipline: a geometric hexagonal mark inspired by rotor motion, an electric blue and cyan palette drawn from sky, signal and screen, and the Roboto type family – rational, technical and endlessly legible.

These guidelines define how the identity is constructed and applied. Consistent use of the elements in this document protects the registered Notum mark and builds recognition across every touchpoint – airframes, software, documents and the web.



CONTENTS

- 01 Logo system
- 02 Clear space & minimum size
- 03 Color variants
- 04 Logo misuse
- 05 Color palette
- 06 Color use & accessibility
- 07 Typography
- 08 Applications & icons

One mark, seven lockups

The hexagonal N – two interlocking rotor forms – is the core of the identity. It appears in seven approved lockups. The horizontal lockup is the primary signature; choose others by format and context. Never construct new lockups.



PRIMARY - HORIZONTAL

Default for documents, web headers, signage.



STACKED

Square formats, avatars, merchandise.



HORIZONTAL + URL

Marketing where the web address must appear.



SHORTHAND N-R.HR

Compact brand sign-off, social, stickers.



ENDORSEMENT

Credits aerial photography to Notum.



CONTAINED (SOLID BOX)

Guaranteed contrast on photography.

Clear space & minimum size

The exclusion zone equals X – the height of the hexagonal mark – on all sides. No text, graphics or page edges may intrude. X scales with the logo.



MINIMUM SIZE



Print 30 mm · Screen 110 px



Print 18 mm · Screen 64 px



Print 8 mm · Screen 24 px

Below minimum size, use the mark alone in a single color.

Choosing the right version



GRADIENT ON LIGHT

Preferred. Hero placements on white or Cloud.



GRADIENT ON DARK

Preferred on Deep Space and dark imagery.



ELECTRIC BLUE

Single-color brand use; spot printing.



DEEP SPACE

Quiet, editorial contexts on light grounds.



WHITE (REVERSED)

On Electric Blue, photography or dark color.



BLACK (MONO)

Fax, engraving, single-ink production only.

What never to do

The logo is supplied as final artwork. Do not redraw, restyle or decorate it. Each example below voids brand approval.

X DO NOT STRETCH OR DISTORT



X DO NOT RECOLOR



X DO NOT ADD EFFECTS



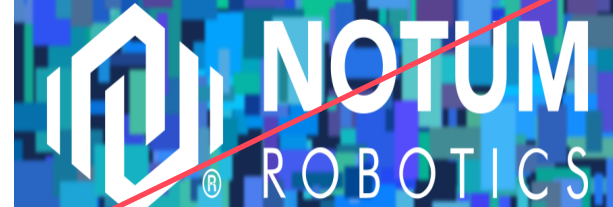
X DO NOT ROTATE



X DO NOT USE LOW CONTRAST



X DO NOT PLACE ON BUSY IMAGERY



Electric by design

Electric Blue

Primary. Logos, actions, links.

#0B5FFF

RGB 11 · 95 · 255

CMYK 96 · 63 · 0 · 0

Signal Cyan

Accent. Gradients, data, glow.

#00D4FF

RGB 0 · 212 · 255

CMYK 100 · 17 · 0 · 0

Deep Space

Ink & dark backgrounds.

#060E21

RGB 6 · 14 · 33

CMYK 82 · 58 · 0 · 87

Midnight

#0D1B3E

13 · 27 · 62

Steel

#5B6B8C

91 · 107 · 140

Mist

#B9C4D9

185 · 196 · 217

Cloud

#EAF0FA

234 · 240 · 250

White

#FFFFFF

255 · 255 · 255

ROTOR GRADIENT - 135° · ELECTRIC BLUE · SIGNAL CYAN



Reserve the gradient for the mark, hero surfaces and key data. Never set text in the gradient.

Proportions & accessibility

PROPORTIONS



Light-first: most surfaces are White or Cloud with Deep Space text. Electric Blue is the active color – buttons, links, the mark. Cyan is a highlight, never a workhorse.

WCAG 2.1 CONTRAST

Aa Notum 01	Aa Notum 01	Aa Notum 01	Aa Notum 01
Deep Space on White	Deep Space on Cloud	Electric on White	White on Electric
19.2:1 AAA	16.8:1 AAA	5.1:1 AA	5.1:1 AA
Aa Notum 01	Aa Notum 01	Aa Notum 01	Aa Notum 01
White on Deep Space	Cyan on Deep Space	Steel on White	Cyan on White
19.2:1 AAA	10.9:1 AAA	5.3:1 AA	1.8:1 FAIL

Use Cyan for text only on dark surfaces. On light surfaces Cyan is decorative – icons, rules and fills at 3:1 or larger shapes only.

Roboto, engineered for legibility

PRIMARY TYPEFACE

Roboto

AaBbCcDdEeFfGgHhIiJjKkLlMm
0123456789 !?&@#%()·—

Black — H1, hero statements

Bold — H2/H3, UI emphasis

Medium — subheads, buttons, labels

Regular — body copy

Light — large quiet display only

Italic — citations, captions

TECHNICAL / DATA

Roboto Mono — telemetry, specs, code

ALT 512 m · GPS 45.8150 N, 15.9819 E · LINK OK

HIERARCHY

EYEBROW — MONO MEDIUM 9/14 · +160 TRACKING

Autonomy at altitude

H2 — Medium 18/26, Steel or Deep Space

Body — Roboto Regular 10/16. Keep measures between 55 and 75 characters. Set body copy in Deep Space on light surfaces; reserve pure black for mono print.

Pull quote — Italic 12/18 with an Electric rule.

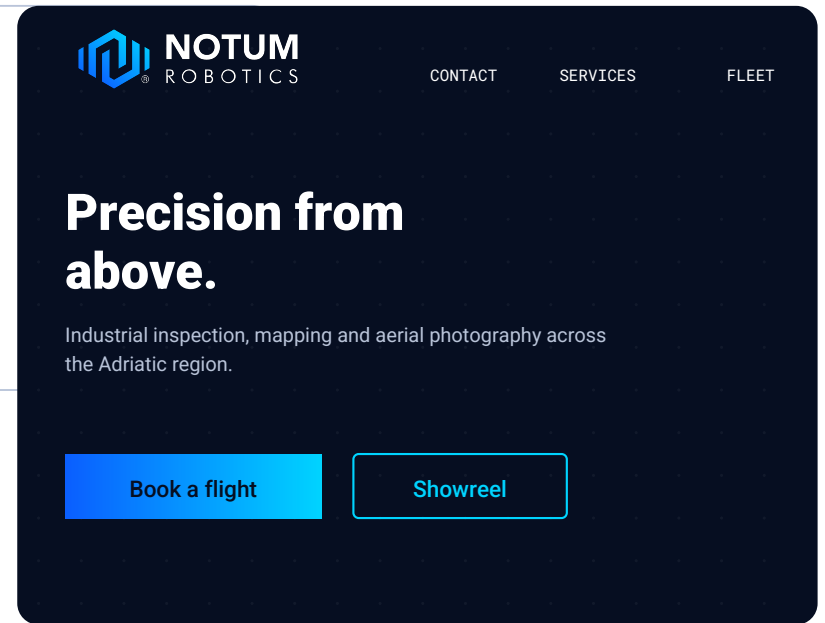
CAPTION — MONO REGULAR 7.5/11 · STEEL

Web fallback stack: Roboto, "Helvetica Neue", Arial, sans-serif. Roboto is free under the SIL Open Font License and ships with this package.

The system in the wild

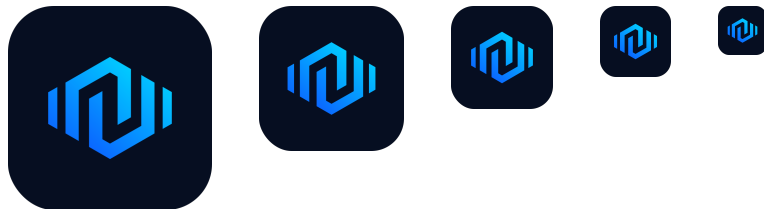


BUSINESS CARD - 85 x 55 MM



WEB - DARK HERO

APP ICON & FAVICONS





BUILT TO FLY. DESIGNED TO LAST.

N-R.HR